

LEO BURNETT U.S.A.

advertisers to give estimates reasonable, etc.

Ad No. 403—Think again—Reg. No. 56423—Page—A-1a (black)—Sigs. 113g. in.—Media Networks, Inc., 1977 (B)

Printed in U.S.A.

If you think you're smoking
a low-tar cigarette,
think again.

New Parliament Ultra Lights have
about half the tar of most
so called "low-tar" cigarettes.
Just 5 mg. That's low.



NEW ULTRA-LIGHT FILTER

New
Parliament
Ultra Lights.
5mg. tar. That's low.

Warning: The Surgeon General Has Determined
That Cigarette Smoking Is Dangerous to Your Health.

5 mg. "tar," 0.5 mg. nicotine av. per cigarette by FTC Method.

